

THE MIDMARKET FORUM PRESENTS:



CROSSING SILOS: INTERNAL COLLABORATION TO GENERATE NEW COMPETITIVE ADVANTAGES

During times of economic volatility, businesses are challenged to find new ways to keep existing customers, find new customers, and grow market share. As these challenges become more complex, companies can succeed when all functional areas synchronize their efforts.

The Mid Market Forum brings together experts from three functional areas of business, to discuss approaches to creating synergy and integration of business strategies that maximize *talent, marketing and strategic planning*. The panel will examine how collaborative planning and leadership between these areas can increase competitive advantage, and ultimately marketplace performance.

Michael C. Hallerud, Partner, Nixon Peabody practices Labor & Employment law, as well as Litigation & Dispute Resolution. Mr. Hallerud will discuss practices for responsibly managing a reduction in force, at times when companies need their talent and culture to perform at its best.

Jeff White, Strategy, USG. Mr. White will examine long-term economic cycles to evaluate near-term competitive opportunities, without losing sight of long-term goals.

Kevin Masi, Brand Marketer, at Torque Ltd. Mr. Masi will discuss approaches to risk-taking with marketing strategies at a time when old methods are faltering, but new methods are still being proven.

THURSDAY, JUNE 11, 2009
7.30AM BREAKFAST, NETWORKING
8AM PANEL
9AM CONCLUSION

NIXON PEABODY
300 S. RIVERSIDE PLAZA
CHICAGO, IL 60606

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Questions? Contact Linda Susmilch, 312.494.6701